



Montana Artrepreneur Program Information and Guidelines



What is MAP?

Montana Artrepreneur Program (MAP) helps visual artists develop a sustainable business in art both by learning more about the art of entrepreneurship and by obtaining certification of market readiness.

This program is based on the ideas that learning should be accessible, affordable, flexible, collaborative, and useful. It is not just a theoretical exercise, but the opportunity to actually develop the tools needed to build a sustainable business. It:

- Offers, through MAP learning cohorts (groups) Market-Ready Certification training specifically geared to visual artists.
- Offers special topic professional development workshops.
- Encourages a variety of informal learning opportunities such as mentorships and peer-to-peer learning.
- Encourages self-directed learning and studio-based work towards completion of Market-Ready Certification.
- Nurtures the growth of Montana's networks of artists.
- Provides Market-Ready Certification upon successful completion of all items in the *Artrepreneur's Toolbox*®.
- Provides Market-Ready MAP artists with market launch opportunities.



What are the benefits of MAP?

MAP has been designed to help build a network of artists ready to compete in the larger marketplace. Artists who are part of the MAP program and who complete preparation of the tools in the *Artrepreneur's Toolbox*® receive a number of benefits:

- Direction in how to shape a sustainable business in their art.
- An opportunity to work towards Market-Ready Certification, a valuable tool in widening marketing opportunities both within and outside of the state.

- The chance to become part of a network of Montana artists.
- Inclusion in updates of market opportunities, launch opportunities, and efforts to develop wider markets in the arts.



What does Market-Ready Certification involve?

Whether or not you are a part of a MAP cohort, in order to become market-ready certified, you need to have an inventory of your artwork ready to sell and you need to have collected the physical proof of the each of the 35 items in the *Artrepreneur's Toolbox*©.

When you feel that you are ready to be evaluated, you will need to contact the MAC Market Development Specialist for more specific directions to prepare certification review, which can be done by mail or appointment. In general, for this adjudication process, you will need to provide the following:

- A completed application for MAP Market-Ready Certification.
- A \$50 fee for Application for Market-Ready Certification is not required if you have participated in a MAP cohort.
- A file container with 35 folders, each labeled with the name of the tool contained within the file. These names should correspond with the tools listed in the *Artrepreneur's Toolbox*©.
- One sample of your work that illustrates the quality of what you create.

If you have not been part of a MAP cohort, you should discuss this with the MAC Market Development Specialist to insure that your inventory and your business portfolio are complete, form a cohesive whole and are ready for review.



Where is MAP located?

MAP is everywhere....It is where you are! The MAP workshops are based on a group/cohort of interested artists in an area expressing the desire to become involved in this intensive learning process. The minimum number of enrollees in a group is six; the maximum is 12-14.

Interested artists commit to attending a total of 50+ hours of workshops over 8-10 months in order to develop the 35 tools from the *Artrepreneur's Toolbox*©. Guided by a certified MAP coach, they meet for four 10-hour workshops every other month and then as needed in two-three hour meetings to bring samples of their artwork, discuss problems and share successes. The location of these cohorts depends on local commitment and support.

If you choose, you can become part of MAP and work towards certification without being part of a

cohort of artists. However, the workshops/group experiences add depth and polish to your preparations. If you opt not to join a MAP cohort, you may need to take special topic workshops or classes on your own to learn more about the business of art.



What is the Artrepreneur's Toolbox©?

The toolbox serves as a guide for you in creating a market-ready portfolio to use in becoming market-ready certified. The toolbox includes:

Log of studio hours (Min. 120 hours).	Packaging (for shoppers and for shipping art).
Annotated list of heritage/cultural resources.	Invoices, receipts, and order blanks
Landscape journal ideas and branding.	Proof of participation in an area show.
Product Inventory (wholesale & retail prices).	Credit card capability research.
Written mission, values, and vision statements.	Research on 4 shows – 1 local, 2 regl, and 1 natl.
3 goals and 3 objectives to reach each goal.	Videotaped presentation (2 min) of artist.
System for record keeping and organization.	Customer profile.
Artist statement.	10 hrs of internship w/creative sector business.
Photograph of small window or table display.	Press kit.
Diagram and photos of booth.	Press release.
5 hours spent with identified mentor.	Artist's portfolio.
6 professional quality photos of the artist's work	Artist's e-portfolio.
2 process photographs of the artist at work.	Sitemap for artist's future website.
Logo for the artist's business of art.	Resume and cover letter for gallery.
Business card for the artist.	Mini-proposal for the artist to use in gaining funding for a project.
Brochure for the artist's business of art.	Studio budget for the coming year.
Hangtag for use on the artwork.	Plan outlining artist's strategies for marketing.
	Modified business plan for focus and direction.

Artrepreneur's Toolbox©

The standards required for each tool are available on request.



Who can be a MAP artist?

The program is currently configured for visual artists. To be considered for a cohort, an artist needs to fill out an application and sign a letter of commitment. Artists are selected based on:

- Work in their medium. Each artist in MAP is expected to already have acquired the skills needed in their medium to produce a body of work that can satisfy market expectations.
- Commitment to the program's goals.
- Demonstrated openness to and an interest in building a business in the arts.



What is the cost of becoming part of a MAP cohort?

The Montana Arts Council and the partnering local groups that sponsor the cohorts are committed to insuring that the MAP program is affordable and accessible to committed artists. The value of all the services and costs of this program when totaled come close to a \$6,000 opportunity. However, becoming part of MAP and building a business for your art requires an investment of time and money on your part. These costs are your responsibility. They include:

- An enrollment fee which at minimum includes a textbook, mentorship costs, and the fee for market-ready certification review. Because some areas may have more expenses, the enrollment fee is determined by the local area and can range from \$300 to \$450. Payment plans are available, but the individual artist needs to work with their designated coach.
- Costs for you to attend monthly meetings (travel, per diem, and lodging, if applicable) and a capstone experience.
- Costs involved in developing your business presence --for example, printing of promotional materials and creation of a booth.
- Costs of developing an inventory of artwork.

These costs will vary from person to person, depending on location and market readiness. It is important to remember, that for the investment of your time and money, if you become part of a MAP cohort, you will receive information equivalent to 30 hours of college coursework. Local sponsoring groups may also opt to offer installment plans for the enrollment fee.



What are the costs if I don't participate in a cohort?

If you opt to not join a MAP cohort, you won't need to pay an enrollment fee. However, you will not qualify for all MAP opportunities until you would achieve Market-Ready Certification and you will need to cover the following costs:

- The fees for special topic workshops necessary for you to successfully complete the checklist.
- The fee (\$50) associated with market-ready certification review.
- The costs associated with developing a business presence and all your marketing materials.
- Costs associated with building an inventory of your work.



Is there someone whom I can contact in my area?

If you need further information or want to find out where the nearest cohort is forming, contact the MAC Folk Arts and Market Development Specialist: Cindy Kittredge, mtcreativearts@gmail.com (406)468-4078.